

# Case study

BRAND AWARENESS CAMPAIGN



marketing**options**  
INTERNATIONAL

## Steria multi-touch integrated marketing campaign



### FAST FACTS

#### Company

Steria delivers IT enabled business services to organisations across Europe.

- 19000 employees
- €1.7 billion turnover

#### Project

- Database build
- Multi-touch direct mail and EDM
- Strong CTA and landing pages
- Full event and delegate management
- Executive dinner
- Pre and post event communication
- Lead generation and nurture

#### Challenges

- Lack of awareness of Steria in the UK
- Campaign needed to raise awareness and drive business opportunities
- Sustainable marketing campaign

#### Results

- 50% increase in awareness of Steria
- 92 qualified leads

Steria multi-touch integrated direct marketing campaign results in 50% increase in awareness.

#### Requirements

Steria's customer portfolio contains well known organisations from both the private and public sector, yet despite this the awareness of Steria amongst senior management professionals was very low.

Steria needed a marketing programme that would raise their profile and position them as a leading provider of IT enabled business services amongst senior management professionals from both the private (top 250 UK companies) and public sectors.

Marketing Options International (MOI) developed an integrated marketing campaign based around Steria's really powerful customer references. The focus of the creative centres around brand delivery, dramatic industry images, headline statements and emotional engagement.

"MOI really got under the skin of our

business and realised that we were the industry's best kept secret! Using our customer success stories they were able to showcase Steria's services, position us as experts in our field and most importantly raise our brand recognition and help us to build our pipeline sales" Wendy Thompson, Head of External Communications, Steria.

#### Challenges

The challenge for Steria was two-fold and involved developing a creative campaign that would cut through the wall of noise and gain the attention of the senior management whilst simultaneously showcasing Steria as an industry leader.

#### Solution

An integrated brand identity marketing programme was developed that focused solely on Steria's powerful customer references. This highly-targeted

Which broadcaster is halving its finance costs to invest in future programming?

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To find out more visit [www.steria.co.uk/discover](http://www.steria.co.uk/discover)

# Steria multi-touch integrated marketing campaign

integrated campaign consisted of multiple touches with dramatic industry themed imagery and powerful benefit statements all designed to intrigue the recipient. The simple concept behind this campaign was that of 'DISCOVER' and 'TRUST' which plays on Steria's commitment and loyalty as a trusted partner to deliver business value for its customers.

Steria's customers central to the programme included BBC, BT, NHS, ING Renault F1 Team and Essex Police.

The programme itself was split into five waves that ran over a six month period.

The first four waves were each based around a customer and ran over a two-week period. During the two weeks the target market were touched with a teaser postcard, high-impact direct mail, multiple electronic direct mails and telemarketing. Each touch point directed the target audience to a landing page where they could download a piece of thought-leading content including whitepapers, opinion pieces and case studies.

The final wave involved targeting hand picked prospective clients and customers and inviting them to an exclusive executive dinner. The keynote presenter at the event was Bob Bell, ING Renault F1 Team Director, who shared with the group how ING Renault are able to drive improved performance with Steria as its technology and business process partner. The event enabled Steria to reinforce their brand identity and business value whilst simultaneously creating sales opportunities.

## Results

Over a six month period the target audience were presented with over 20 different forms of communication. The consistent, integrated, sustained communications have raised the awareness to nearly 50% within the target community.

This awareness has also resulted in 92 organisations (4% of the total community) requesting sales engagement of some form.

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If you do not wish to receive further communications from Steria, you can opt out here

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